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## Notes Other Centers

He pointed out that shopping centers were being planned and considered in Racine, Kenosha, Madison, Appleton and other state cities.

"If all or a large number of these developments become a reality, obviously there must be a greater diversion of the spendable income applicable to retail sales," he warned.

"When the spread becomes sufficiently thin, needless to say it will become a matter of the survival of the fittest and the repercussions will be felt all the way along the line," he added.

Rubloff is president of the Evergreen Park shopping plaza on Chicago's west side, which, he emphasized, "is not a shopping center." He described it as a 15 million dollar shopping development, built on high cost land in an already developed area.

## Heads Big Realty Firm

He also heads Chicago's largest real estate firm, which bears his name, and was founder in 1947 of N. Michigan avenue's "Magnificent Mile" in that city.

More recently, he conceived the Fort Dearborn plan, a 400 million dollar re-development project of 150 acres just north and west of the Chicago Loop.

(Note of Mr. Hollisters: Mr. Rubloff is landlord of #627, Evergreen Park Plaza, Chicago.)